

 Speaker 1 - 00:42

Okay.

 Speaker 2 - 00:42

Good morning, everyone. We're going to call the meeting to order. We're going to call the meeting to order. The Solid Waste Executive Committee for Education Outreach. We're starting. Hello, we are starting. Could we do roll call, please?

 Speaker 3 - 01:14

Chair?

 Speaker 2 - 01:19

Yeah, here. Vice Chair Matteo Bowen.

 Speaker 3 - 01:23

Bowen. Here. Bowen.

 Speaker 2 - 01:25

Excuse me.

 Speaker 4 - 01:27

Member Bright Cruise.

 Speaker 1 - 01:29

Here.

 Speaker 3 - 01:29

Thank you.

 Speaker 2 - 01:31

All right, if you can stand for the Pledge of Allegiance, please,

 Speaker 5 - 01:39

Of the.

 Speaker 3 - 01:39

United States of America and to the Republic for which it stands, one nation.

 Speaker 2 - 01:45

Under God, indivisible, with liberty and justice for all. Okay, any public comments? Yeah, And while we do that, why don't we look at the meeting minutes? Do I have a motion to approve?



Speaker 3 - 02:12

Move to approve.



Speaker 2 - 02:13

Second. All in favor?



Speaker 3 - 02:15

Aye.



Speaker 2 - 02:17

Anyone opposed? Clearly not. Okay, minutes approved. Thank you. All right, so Richard, go ahead. Sir, you have three minutes.



Speaker 6 - 02:27

Good morning.



Speaker 2 - 02:28

Two minutes.



Speaker 3 - 02:28

Sorry.

 Speaker 2 - 02:29

Two minutes.

 Speaker 6 - 02:30

Gotcha. Good morning, Chair, Vice Chair, Member Bright Cruise, and everyone on the board. So I just have some informational comments and that is I would like to suggest to the Education Board that we consider a Zero Waste workshop. The organization named Zero Waste USA has put on classes and courses in this area. They're experts in the field and several of the members of the public have taken their courses and have benefited from the. The information and knowledge that we've gained from their teachings.

 Speaker 7 - 03:21

The.

 Speaker 6 - 03:22

There is an upcoming Zero Waste Associates course which might be interesting for members of the TAC to consider taking and every member for that matter. It's comprehensive course that runs over about two to three months and you come up with a certification in becoming a Zero Waste Associate. So this way you have a more comprehensive awareness and knowledge about what Zero Waste really entails and how to go about implementing it. There are toolkits that are involved in this course, and I would have to say that I've benefited greatly from this, taking this course. On another note, I'm not promoting disasters, but there is A Disasters Expo USA Convention center coming up. It's March 4th and 5th. I've handed out three packets to our board members. This is it.

 Speaker 6 - 04:29

It's a lot of good information in there, and I think it would be beneficial for all of the cities to maybe send a representative to this. To this conference.

 Speaker 1 - 04:38

Thank you, Richard.

 Speaker 2 - 04:41

Question for you. Where can one sign up for that course?

 Speaker 6 - 04:45

You can go online. It's zero wasteusa.org okay. And your.

 Speaker 1 - 04:54

We.

 Speaker 6 - 04:54

We have an affiliate rate as well. So if you're interested, I can provide you with more information.

 Speaker 2 - 05:01

All right.

 Speaker 6 - 05:02

So it's normally \$350 for the course, but with the affiliate rate, it's 300. And if there's two members signing up, then it's like almost a two for one.

 Speaker 2 - 05:13

Okay. Thank you. All right, Lauren,



Speaker 7 - 05:19

Good morning, Chair Good.



Speaker 2 - 05:21

Morning,



Speaker 7 - 05:23

Members of the public. Good morning. Okay, so our first item today is an update on our partnership with Broward County Public Schools. On my most recent call with them, they're ready to roll on the curriculum for this year. And I have some updates before you. And it's at well, Alisa will pull it up. It was attached to the backup for the agenda but not printed out here for you today. But we're going to make it big on the screen. So I'll go through kind of an overview of the curriculum that they're looking to roll out around Earth Day. So the request before you today is for the \$45,000 we have earmarked in this year's budget to support the curriculum development. So a couple of notes on this. They're doing it for all schools, for all grades in different capacities.



Speaker 7 - 06:21

So for elementary school, they found standard core lessons that they can attach the recycling curriculum to, which would then require the teachers to teach it in addition to the lesson that this. So then in middle school, they would find the appropriate, you know, whether that's in a social studies program or a.



Speaker 2 - 06:42

Global,



Speaker 7 - 06:45

Global kind of cares type program. Then what they're also going to do is they're going to feed it into each elective. So for example, for art, it might be a project using recycled materials for debate or speech. They might have to do research and then come debate with each other. That would be one of the so they're going to do it on the lesson side in the classroom. And then they also want to offer it in all of the electives as well, all of the specials. So this is what Susan Kantric, the director of Applied Learning, has provided as the breakdown of how they'd like to divide up the \$45,000 that we have earmarked. And from my understanding, we need to get executive committee to approve the hard cost, which is why it's before you today.



Speaker 7 - 07:35

They obviously want to move quickly if they want to roll it out by April, by Earth Day. So I'd love to have it. It's on the agenda for this Friday. So happy to take I'll have questions,



Speaker 3 - 07:49

Comments, Vice Chair thank you, Madam Chair thank you, Lori. This is great news. I'm not going to speak on behalf of my colleagues, but I think this is a great investment, especially on the elementary level, as you had mentioned, fit it into all of the other aspects of the curriculum. So capturing those young minds at a very young age changes behavior earlier, opposed to us older folks who are set in our ways and it's a little bit harder to change behavior. My question for you is in regards to will the teachers need training alongside creating this curriculum?



Speaker 7 - 08:26

That's a great question. And yes, Susan Kantric has a team within Broward County Public Schools. It's three to four people that I meet with monthly that would be executing that.



Speaker 2 - 08:38

Okay. So the teachers will be trained as well. Remember, by Chris.



Speaker 1 - 08:41

Thank you, Chair. So from. I'm super excited about this. I think this is going to be one of the really the linchpins to the success of this entire program. This, the budget, 45,000, does that fit? I don't have the full budget in front of me. How does that fit into our overall budget? And can you speak to that?

 Speaker 7 - 09:03

Yes.

 Speaker 4 - 09:03

Thank you.

 Speaker 7 - 09:03

Member Bray Cruz, in your current budget for education and outreach, there's \$50,000 earmarked for curriculum for hard costs. You all chose to donate \$5,000 in sponsorship for the recent Youth Climate Summit, which was a huge success, by the way. And I know member Dunn, you were there and we shared the photos. Thank you for that. You have 45,000 remaining? Yeah.

 Speaker 2 - 09:29

What's have we already identified the three schools for the Earth Day? And what was that process?

 Speaker 7 - 09:35

They decided to go district wide with it. So they're not going to do it in three schools anymore. They're going to push it out to all the teachers. We did a survey, you know, through our guidance from our team. They included some questions in a survey that was sent out to teachers and there is a high. I mean, almost all are willing to do it.

 Speaker 2 - 09:54

Okay, so the budget here says three schools on April 22nd for the Earth Day celebration.



Speaker 7 - 10:01

They'd like to identify three schools for a PR campaign that our team will assist with. If you remember, we have some monies in for service fees dedicated for schools from our meetings with them and to facilitate this type of work, we will assist with that.



Speaker 2 - 10:15

And how are those three schools going to be identified?



Speaker 7 - 10:18

I can ask.



Speaker 2 - 10:19

Yeah, please. Because I can sense the question brewing up. Who are the three schools and what's the criteria for selecting them? There are 28 cities.



Speaker 3 - 10:30

Right.



Speaker 2 - 10:30

And we only have three schools. So let's just be open and transparent about what that process is and what the selection criteria is. Yeah.



Speaker 3 - 10:40

Thank you, Madam Chair. And also, what I would also add is if we are picking three schools, let's make them regional. So one representing northern part central and Then south. So let's ensure that representation is reflected because we don't want a cluster of all three schools in one particular area of the county.



Speaker 7 - 11:04

I will pass that on to her.



Speaker 5 - 11:06

Thank you.



Speaker 2 - 11:07

And it might be. I can anticipate that question being asked on Friday. So if you can get her to give you that answer before Friday, I think that would be super helpful.



Speaker 7 - 11:17

I will call her as soon as we're done.



Speaker 2 - 11:18

Okay. Any other questions on this item? All right, moving on to communications with the cities.

Speaker 7 - 11:27



Thank you. So we have a busy week today. We have our PIO meeting. We have about 40 RSVP'd for Southwest Ranches Town Hall. Thank you, member Bright Cruise and Town Manager Muniz for offering the space. We're looking forward to that. And then tomorrow, Daniel and I will be presenting to the Broward County City Managers Association. So I will be covering what how we're working with their cities on the public outreach front. Daniel will be talking about the financial modeling that is in play and the master plan and scenario way and what's included in that. So we're looking forward to that. It's that junior achievement. So I think it'll be a really wonderful meeting and an opportunity to just connect with those city managers.



Speaker 2 - 12:15

Join you for that. I'm curious and I want to hear firsthand what some of their questions and concerns are that come out of that conversation, because I think that's going to. That's going to inform what we might be hearing from the other cities. So I'll join you for that.



Speaker 3 - 12:36

Madam Chair, if possible, can you report out on to us, please?



Speaker 2 - 12:41

I absolutely will. I absolutely will. So if you could, I have it. I'm holding the time, but I don't have the location. So if you share that. Thank you for adding that.



Speaker 7 - 12:54

Yes, I and I will just for sunshine, you know, work with you to just corral the questions and answers and make sure we provide a report here. Yep, absolutely.



Speaker 2 - 13:07

Right. And then the next thing under that, well, anything that we need for today? No, we're ready to roll.

 Speaker 7 - 13:15

We're going to update them on our quarterly report, show them like the efforts of the good work and what that means in terms of metrics. We're going to talk to them about the next toolkit that's coming up. We're going to talk to them about trusted voices. We're going to show them and we're going to give them an update on the let's Put Waste in Its Place campaign and all the materials that are going with that. Then of course. Take their questions and see what, you know, comments they have.

 Speaker 2 - 13:38

Okay, great.

 Speaker 3 - 13:41

Thank you. Madam Chair. My question is how is our toolkit competing with Waste Management? Because I get their toolkit every week. So I just want to make sure that we're working in collaboration and it's not one against the other.

 Speaker 7 - 14:00

We are working with Waste Management. We in fact we completed their legal document to be able to have access to their B roll. And then I know in this next portion of the agenda we're going to be talking about the visit we have coming up with the Panthers to work on our trust campaign with them. So we are working with them. They do their own toolkit to the cities that they provide services for in terms of collection. You know, I think part of this work is identity is making sure the authority is seen as kind of the holder of how it gets processed and the bigger messaging. So we can touch on that in the pio.

 Speaker 7 - 14:44

I certainly don't want to dissuade city, you know, take them away from using what Waste Management is providing if they're their customer and for the day to day collection. I think some of what they're doing putting out there is

very helpful. So.



Speaker 2 - 14:59

Well, fortunately our career, always manager, they.



Speaker 3 - 15:04

Still get their tools.



Speaker 2 - 15:04

Yes.



Speaker 3 - 15:05

So I'm just really curious on how collaboration.



Speaker 7 - 15:12

Yeah. And they know, I mean we're, you know, when we start using their B roll, they will look at the videos we're providing. They've seen our toolkit like where we are, we're communicating with them. We're not kind of out on an island on our own. Yeah.



Speaker 2 - 15:27

Okay, go ahead. Member Brad Cruz.

 Speaker 1 - 15:29

Thank you, chair. Yeah, we have WM in the ranches and Barbara Herrera with WM does an awesome job and she does send us each month updates on their toolkit and different things they put together to help promote. There's, they put together things on recycling which definitely dovetail into what we're talking about. But a lot of what they do is, you know, it's just normal, take it to the landfill. So we try and work with them as best we can. But just keep in mind that we're not totally aligned, let's just put it that way. But they're a quality organization. They certainly have helped us in many ways to get the word out and they're certainly not working against us. But I wouldn't say we're 100% aligned.

 Speaker 2 - 16:30

I gathered.

 Speaker 3 - 16:35

To your point. I gathered. I just wanted to make sure we're not confusing because we're inundating our residents with a lot of information. So I just want to make sure some way, shape or form, we're streamlining that information to your point. Send it to the landfill. Send it to landfill. We're saying, hey, compost, recycle, retain as much as you can. So that messaging, we need to streamline that messaging just a little bit better.

 Speaker 1 - 17:03

Yeah. And I think if I can say, yeah, I 100% agree with what you're saying. And I think, like, compost as an example, I've never seen a message that they've put out that would in any way say, don't compost. But I've never seen a message from them that says, really compost either. So it may be out there. I'm not saying it's not out there. I just. I personally haven't seen it. But they are very good with recycling and talking about what can be recycled, what cannot be recycled, and promoting that recycling piece of it. And so the things that they do, they're very good at promoting that and the other pieces, frankly, as a town, we've just. We pick that up on our own. But I'm hoping, obviously not hoping.

 Speaker 1 - 17:50

I know that, you know, when the toolkit that we put together here is obviously 100% aligned with where we want to go. And so I think it's what I promote to my residents. I've now done several, you know, presentations on it, and it's. Our toolkit is what I'm promoting. But I have no qualms about people seeing WMS toolkit either, because it doesn't do anything. It doesn't promote anything that I've seen that's against what we're doing. It just doesn't promote some of the things that we promote.



Speaker 2 - 18:28

Collaboration. Yeah, sounds like a good way forward. Okay, toolkit update, please. Ma'. Am.



Speaker 7 - 18:37

I'm going to turn it over to my colleague Kaylee. She's going to talk about some of the. Well, there's really three buckets that we have updates that were kind of still outstanding after our last meeting when we approved the let's Put Waste in Its Place campaign. So she's going to talk to you about those decisions that we probably should try to make today. Haley, I'm going to turn it over.



Speaker 4 - 18:57

To you, and if you have the.



Speaker 7 - 19:00

Canva, please pull it up. Thank you.



Speaker 2 - 19:06

Good morning.



Speaker 4 - 19:10

Okay, so we're really excited to share our updates for the let's Put Waste in Its Place campaign. We do need your guidance and feedback on a few decisions. Some information that we brought back for you all. And then we're excited to show you a little sneak peek of.



Speaker 7 - 19:29

This is the let's Put Waste in Its Place campaign.

 Speaker 4 - 19:36

Yes.

 Speaker 7 - 19:36

So that is part of the PIO meeting update that's coming in March with the financial modeling. Yeah, that's the next kind of version 2.0.

 Speaker 2 - 19:47

Oh, well, then I, let's circle back then because I just wanted to make sure that some of the challenges that you heard when you attended the meeting at my city, that we have messaging that's going to cover that. And then I'm curious for my colleagues, when you hear any pushback at all, what are they? Because we got to make sure that we have messaging to. Have you heard anything, any kind of pushback? And is our toolkit having, does our toolkit have language that one could use to address that?

 Speaker 1 - 20:24

I'll say that to me, the biggest pushback I've heard is rumors about what it's going to cost. And unfortunately we don't. We got to get that financial modeling putting in place before now. What I'll tell you what I am responding to with that is number one, we have, we do recognize that the SWA is going to be about \$6 per household. And people say, okay, well that's pretty reasonable. The other thing I will say is that we, since, you know, internally in Southwest Ranches, since we have the recycling program and we are with one vendor, so we have all the numbers in one place, went out and we did our own analysis with our finance team.

 Speaker 1 - 21:14

And then we did, I had WM totally separate do their analysis, came back with the same number that basically in 2024, it cost us 3% more to recycle than if we had just put it all in the landfill. And in 2025, it cost us a little less than 4%. So it's not this radical 100% or 150% or even 75%. And that's the, that's how I'm addressing it today. But I'm really looking forward to getting the financial model something that we can all push forward and not, you know, counting on Southwest Ranch's numbers, but that's how I'm addressing it today. But that to me, that's the biggest pushback. I would say the second largest one is just doubting that we can ever change a whole county's mindset on how to deal with trash.

 Speaker 2 - 22:06

Vice Chair, thank you.

 Speaker 3 - 22:08

Very similar ours because we're a larger city and we're contributing a Little bit more like our cost savings. Are we paying for the other cities to be a part of this? And when I hear my colleagues on the dais, yes, they understand that this is important, but it shouldn't be a cost to our residents because we've done what we are supposed to do. So really the pushback is around. Okay, the bigger cities are carrying the burden. What about the smaller and the medium sized cities? How are they going to step up? How are they going to help change behaviors? How are they going to help, you know, fill in those gaps? And so that is a concern of my colleagues. And lastly, this is not pertaining to what we're doing, but it is associated.

 Speaker 3 - 23:02

Our folks don't want to go to the transfer station to compost. They want us to pick it up and bring it to the. And to bring it to. I see Stephanie in the audience. They want us to pick it up and bring it out there. And so that is an additional cost I'm not sure we can absorb just quite yet. And so they're looking to expand the services that we already have.

 Speaker 2 - 23:27

So there's some operational things. All right. Good morning. Please let the record reflect that member Bulma has joined us. Okay, so those, that, those are the two things. And then for me, as you know, but I just want to say them on the record. The financial modeling, number one. Number two is the financial vehicle and the perception, or the fear that there might be a perception that it's taxing and then tax whether they go whatever financial vehicle we use to collect the money. Right. And in cities like mine, that's at the higher spectrum of the millage rate. That's a hot topic that no one wants touch, including me. And then third, it's how do you, how do we go about changing behavior, making this a priority in under resourced communities where other issues are more pressing. So those are the three. Okay.

 Speaker 2 - 24:44

All right, let's go into the campaign.

 Speaker 3 - 24:49

Thank you.

 Speaker 2 - 24:52

Sounds good.

 Speaker 3 - 24:52

Let's put waste in its place.

 Speaker 2 - 24:54

Go ahead.

 Speaker 1 - 24:56

This is really picky, but I just want to get it. So is the tagline let's put waste in our place or is it put waste in our place? Because I kind of thought it was put waste in our place. That's what I've been telling people. I'm just curious. I just want to get it right.

 Speaker 2 - 25:13

It's in its place. In its place.

 Speaker 1 - 25:17

Is there a let's in front of it?

 Speaker 7 - 25:19

Yes. Yes, it is.

 Speaker 1 - 25:21

Okay, thanks.

 Speaker 4 - 25:26

All right, Elisa, next slide please. All right, so just as a refresher Again, we have a total budget of \$172,000 that's going to be divided up over digital and print platforms for this campaign. Next slide. And that our target audiences are our Spanish and Creole residents, seniors, young adults, multifamily and renters, economically challenged, and then our general population. And we are also holding the \$90,000 for the direct mail campaign. And again, these target audiences were given to us by the cities who completed the survey to tell us what their.

 Speaker 7 - 26:08

Hard to reach populations were.

 Speaker 4 - 26:10

Next slide. Okay, so the first item that you asked us to bring back for you was an update on the options that we have with Broward Transit. Remember, we had originally put the grocery store or not grocery store the convenience store posters. We're removing that. So with the budget, they came back to us with these options. So for bus benches or shelters, for \$2,560, it gives us eight locations for one month. And they do have options all along the 441 corridor or our six target zip codes.

 Speaker 7 - 26:47

4.

 Speaker 4 - 26:49

We did ask them to give us options for the bus wraps. So with the current amount for the 2500, that gets us 10 curbside bus displays. So when people are decide people are getting on and off, which we definitely want them to see it or. Yes, just meaning like when it pulls up to the stop, the wrap is on the side that people are getting on.

 Speaker 2 - 27:13

Yep.

 Speaker 4 - 27:14

So the 2500 gets us 10 curbside bus displays. And there is an option to add in four, five more buses for an additional \$500. Now, the thing to note for this is that we can't target specific buses because their buses go on all routes. It has to do with like the tire maintenance of it all. So we can't say we only want a bus that goes along 441. It is buses that travel along all Broward transit RO. Right.

 Speaker 2 - 27:49

Okay. Is it either? Either, either or, either or. Can we come back to this one? Sure.

 Speaker 1 - 28:06

Can I quick question on that before we move on. So those bus benches and shelters, I've looked at the metro maps for the buses, and there are certain areas where there's a lot of different routes that all, you know, go to those. Yeah, yeah, right, exactly. Would we be able to like, select those major hubs or how does that selection process go by, you know.

 Speaker 4 - 28:44

Yes, we can select it. They provided heat maps for us for both the 441 corridor and the target zip codes. So we can go in and see, like, which ones have the biggest circles over them.

Speaker 1 - 28:56



Pretty much, yeah.



Speaker 4 - 28:57

And that's how we can target.



Speaker 1 - 28:59

Okay. All right. Thank you.



Speaker 4 - 29:03

Next slide, please. Okay, so next is just an update on the direct mail postcard. It is a postcard with a magnet that we are slating for distribution around April 2026 for Earth Day. Again, remember, this was when we were trying to decide what's the best use of the money, the best targeting option. So we are surveying the TAC members for recycling rates by cities that we can see. Maybe we send to those who have lower recycling rates or higher contamination rates and.



Speaker 2 - 29:35

Okay,



Speaker 7 - 29:37

So that information doesn't exist currently. No, it's not. The county doesn't report broken down by city on recycling rate or contamination rate. So we have to do that work. An added item, we sent a survey out through the tac. They just had their meeting. We've given them till the end of next week to complete it. So we'll see what we get.



Speaker 2 - 30:04

Let's make sure that the executive committee knows that this is happening and if we can maybe email. Well, we're

going to see everybody on Friday, but let's make sure that they know that this is happening and ask them to please follow up with their TAC members so that they get this, we get the information back that'll help us to be even more targeted. Member by Cruz thank you.

 Speaker 1 - 30:28

When we talk about the senior citizens for this, do we have any thoughts about going to like, Century Village? I mean, I don't even know if they have like a recycling option available, you know, and if it's not available there, then we can send out all the information we want to them and they're not going to do it because it's not. Not available. And I'm wondering if we should have an element where we identify some of those most the largest of those types of assisted living facilities that are out there and see if we can do some sort of a training with them, see if there's an interest in them and implementing it, you know, because I think that's a huge. Not huge, but a significant portion of our county that if it's not set up by the facility, it's not going to happen.

 Speaker 2 - 31:33

I have a question. This 53,000, that's eliminating the cities that do not offer recycling. Right. That count eliminates that.

 Speaker 4 - 31:45

I will double check on that for you.

 Speaker 2 - 31:47

It should. Yeah. Because if you. To your point, member Bright Cruise, if there's no way for them to recycle, then it's wasted money.

 Speaker 7 - 32:02

So it sounds like we want to wait and see what we get back from the tac on this item before we make the decision. But do you agree that we do it around Earth day, which buys us some time?

 Speaker 2 - 32:12

Yeah, Okay, I agree with that.

 Speaker 4 - 32:14

Okay.

 Speaker 2 - 32:14

Yeah. So just to be clear about the follow up on this particular item, one, we're going to double check to make sure that we're only including cities that have the option to recycle. And number two, that we follow up with us to ask for a gentle nudge of the tax so that you can get what you need in time.

 Speaker 7 - 32:36

Will do.

 Speaker 4 - 32:42

Okay, so the next item that we brought back for you all was the 30 minute segment on WSFL. So right now, as part of our existing ad plan for the 2500, they're giving us 30 second commercials to air during their shows, an interview on a show with their host, and ad placement in an email blast and their digital magazine. We did get pricing back. So if were to do the 30 minute time block direct through WSFL, it's anywhere between 700 and 900 dollars, which includes one 30 minute time block on a Saturday or Sunday morning. If were to go through MIA media, they quoted us very high at \$3,000 for the same one 30 minute time block, but that would be on a Sunday afternoon. So the 2,500 is what we have right now.

 Speaker 4 - 33:33

These 700 to 900 or 3,000 are items for your consideration.

 Speaker 7 - 33:42

And that would mean we need to maneuver the monies from another bucket.

 Speaker 2 - 33:48

If.

 Speaker 7 - 33:48

You want to add to the 2,500.

 Speaker 2 - 33:51

Okay, so the 30 minute time block, that would be for us to produce our own show? Yes. Okay. And so going through the station directly, that's \$900 maximum?

 Speaker 4 - 34:08

Yep.

 Speaker 3 - 34:09

Yes.

 Speaker 4 - 34:10

Most of the time blocks were 700, but some of them that are a little bit later in the day are 900.

 Speaker 2 - 34:15

And that includes production costs. Is that all inclusive or is that just the airtime?

 Speaker 4 - 34:19

Let me double check my notes for you. I believe it's for the airtime.

 Speaker 2 - 34:35

Okay. What would the production and mia, that includes the production cost.

 Speaker 3 - 34:39

Right.

 Speaker 4 - 34:46

I'll confirm with them on you.

 Speaker 2 - 34:48

I bought time block from them before and that's about what I paid for my clients. And that's all inclusive, the production time, the air time. So I don't know. We're not really necessarily comparing apples to apples there. Right. If the going directly through WSFL is only the airtime,

 Speaker 4 - 35:15

It can be whatever.

 Speaker 7 - 35:16

We want, reproduce it. Yeah, were thinking to have somebody on the show, you know, talking about this in a conversation style. So I don't envision too much production time. It's our team scripting it, working with whomever that will be, whether that's somebody from the executive committee, somebody else. But I don't, I'm not worried about it is all I'm saying. I think the question for today so we can maneuver if we want to, is if in addition to the interview we already get with Ann Marie is do we want to add that additional 30 minute time block for the 7 to 900 and just pull it maybe from like the influencer or something else just to keep it moving?

 Speaker 2 - 35:56

Yeah, I think the interview with Annmarie, you know, it's a good thing. But that's a small conversation.

 Speaker 3 - 36:04

Right.

 Speaker 2 - 36:05

Versus having a whole show produced about the topic. And we can produce it any which way we want, whether it's, you know, breaking up with several. I mean, it's really our time block.

 Speaker 7 - 36:19

Right.

 Speaker 2 - 36:19

We can produce it, however, which way we want. So you're saying that with wsfl, the direct buy, there's no additional cost.

Speaker 4 - 36:31



Right. Amy did just get back to us.



Speaker 3 - 36:33

She's quick.



Speaker 4 - 36:33

Both are just for the airtime. So the 3000 does not include any production costs from them.



Speaker 2 - 36:39

Oh, with the mia. Oh, got it. Okay. Well, we want to go with what's more economical.



Speaker 6 - 36:45

Right.



Speaker 1 - 36:46

Do we have any information on what the reach is and the demographics for those two? Different options?



Speaker 2 - 36:55

It's the same station, so.



Speaker 1 - 36:59

Yeah, but different time slots. And.

 Speaker 7 - 37:03

The later one's gonna reach more. I mean, if we get it on the weekend, if we can get into the 9, 10, 11 o' clock hour better. Okay, then, you know, 6:00am sure. Right. So the 6:00am is going to be the 700. And as we 8, 9, 10. I would venture for one of those time blocks.

 Speaker 2 - 37:23

Okay, so the reach is the difference on the.

 Speaker 7 - 37:26

Right.

 Speaker 2 - 37:26

Yeah. Okay.

 Speaker 3 - 37:27

All right.

 Speaker 2 - 37:27

And so you're saying that we don't currently have the money in the budget. What's the question?

 Speaker 7 - 37:33

We do. We just need to shift it. So go back to that first slide where we have Elisa the target audiences broken out, please. Okay, so we're working under the Spanish and Creole bucket for this or general pop.

 Speaker 2 - 37:48

General pop.

 Speaker 7 - 37:49

General population. So we're working under the traditional media 6000. So we can find, I mean, \$800 somewhere in this 28,000 to just slide it over.

 Speaker 2 - 38:02

Yeah, I mean, I would like it. I'm familiar with MIA Media and I know that. I think it's wise sometimes to do business with multicultural media agencies and not just always general market agencies. And I'm not really sure. How much money we're spending with multicultural marketing companies? MIA is one. I think you have included the west side Gazette and you have included a Caribbean newspaper. Right. And I think a Haitian radio station. It's important when you look at the totality of the budget. What percentage are we spending with small business? What percentage are we spending with multicultural agencies? So I say I'm okay with finding the \$800.

 Speaker 7 - 38:56

Yeah, I mean, I think we can slide it out of the trust campaign. I think we can slide it out of the influencer budget. I mean, I think we can find it.

 Speaker 2 - 39:03

Are you guys okay with that? Vice Mayor. I am sorry, Vice Chair, I am.

 Speaker 3 - 39:11

I do have a question. In regards to the multicultural outlet, have you also included island tv? Yes. Yes. Okay, perfect. So it would be island tv, Mi Legacy. MIA Legacy.

 Speaker 7 - 39:31

Yes.

 Speaker 4 - 39:31

So we have in the plan right Now WLQY Radio, WSRF Radio South Florida Caribbean News, Magic 93. 9, WSFL and Island TV.

 Speaker 3 - 39:44

Okay.

 Speaker 2 - 39:45

Okay. Yeah, that's. That's a pretty good spread.

 Speaker 3 - 39:47

That's solid. Yeah.

 Speaker 2 - 39:48

Okay, so we're fine with moving forward with the mia.

 Speaker 4 - 39:53

Great. Thank you. Okay, so we want to give you a brief update on our community partnerships and events. We are continuing to work with the Panthers, as Laurie mentioned, to go film in the new recycling center with Stanley to work on that rebuilding trust. We also have an ask out for them for four different games in March to see if we can have our table there for a pre game activation.

 Speaker 2 - 40:24

And.

 Speaker 4 - 40:24

And they are looking into other potential in game opportunities that we may have. We also connected with Tortuga Music Festival and they, as you know, are very much leaders in sustainability when it comes to festivals and events of this kind. And they were very excited. They have invited you all, they've invited the governing board to come take a tour if you'd like to. They, they're very interested in partnering with us to expand their reach. And again, it's Tortuga Music Festival. They're a leader. They're doing it right. And you can too. It's in April, so we're looking into perhaps a joint pre event media coverage similar to how we did with the Panthers. Good for them, good for us. And some social that we can do with them.

 Speaker 7 - 41:11

And this also slides it out of the paid bucket and into the earned bucket. So we're saving some, you know, wherever we can open up those opportunities. We're going to do it.

 Speaker 4 - 41:21

Yeah.

 Speaker 2 - 41:23

Yeah.

 Speaker 3 - 41:25

Yes.

 Speaker 7 - 41:26

Laura, you want me to. So, and this is a good time to mention this as well, Haley. I'VE been on the Broward Library foundation board for a number of years. Haley took my seat two years ago, but I've chaired the lit lunch for Broward County Library Foundation. This is our 16th year and the luncheon is on Friday. So you've all met Keisha. She will be conducting the update on Friday because that's where Haley and I will be. It raises a lot of money for the Broward County Library system. I did connect with Dorothy Klein, who's the foundation director, who is working with me to get to Allison Grubbs to get a meeting lined up so we can. She's the director of the Broward County Library system.

 Speaker 7 - 42:06

So we're working on that partnership to see where we can get stuff on the computers, posters in the libraries, whatever activations they have available to us. And if there's a cost component to that, I don't have that answer yet. It's heavy, like fundraising for them right now till the lit feast happens. But I'm hoping to get answer possibly Friday.

 Speaker 2 - 42:28

I ran into Joe Cox yesterday and he mentioned wanting to partner with us. How's that going?

 Speaker 7 - 42:37

So on your agenda under new and old business, we have an item to update you on there, Madam Chair. Yes. Haley, will you touch on the other earned opportunity we got for the seniors?

 Speaker 4 - 42:54

Yes. So part of the ad plan is placing print ads in Sun, Sentinel and the prime magazine. They also are giving us an opportunity to have a booth at their upcoming.

 Speaker 7 - 43:04

Senior Expo.

 Speaker 2 - 43:08

Next slide.

 Speaker 1 - 43:15

So, like that booth,

 Speaker 6 - 43:18

Who would be.

 Speaker 1 - 43:19

Who would be manning that booth?

 Speaker 7 - 43:21

I'm so glad you asked. So Elisa's been a one woman show dog and pony in it all around the county. We have our student ambassadors, as you know. What Elise identified is the student ambassadors really need an assist. Elise

obviously can't be at every single event that we have on the calendar at this point with all the cities and all of these extra opportunities. So next week we're host my team with Elisa's help, we're going to do a volunteer training session. League of Women Voters is invited. Sierra Club, Celeste is very interested in participating. So anyone that has come to us. Daniel brought us a name the other day. People in the community want to volunteer that are just like adults and have time that can be counterparts with the students is a win.



Speaker 7 - 44:09

So we're going to train them up next week and then and go from there.



Speaker 1 - 44:13

That's great.



Speaker 2 - 44:14

Yeah, one second. I just want to make sure that when we're doing these that we also are making sure that they know to get video and photos. I would love to see more of that kind of stuff on our social media channels as well.



Speaker 7 - 44:31

I agree. That's why we're doing the training. Yeah, I think it'll be helpful to just have that touch point.



Speaker 3 - 44:36

Sure.



Speaker 7 - 44:36

Yeah.

 Speaker 2 - 44:38

Vice Chair.

 Speaker 3 - 44:38

Thank you, Madam Chair. My question is. Is not my question more show suggestion? Do you mind sending that over? We have a robust youth advisory program, so they're always looking for opportunities. And then I can share it with our volunteers in our city. We're always looking for opportunities as well. So send that over in our environmental clubs and all the schools that we work in. I'll be sure to send it to our education officer.

 Speaker 7 - 45:09

Thank you. So it's two different portals. We have a. We have a student ambassador. There's two portals. Just so you. Student ambassador sign up is on the website. This volunteer training probably 18 and over.

 Speaker 3 - 45:29

The ambassador. Perfect link. And then I will have our volunteer coordinator send it to our volunteers.

 Speaker 7 - 45:35

We'll send you one email with everything in there.

 Speaker 4 - 45:42

Okay, so next up we have some samples of the creative for this campaign. So on the right hand side is our example of a senior print ad. So I must say I was taking inspiration from my Grammy when were working on this and she loves the crosswords. So. So we just, we wanted to make the ads engaging and something that people are going to stop and look and fill out the crossword. And the clues are, yes, you can recycle these items. No, don't recycle these. And of course the answers are included too with the call to action about recycling. Right. Makes a

difference. And then Elisa, if you could please play the ad. This is the 15 second Haitian Creole ad.

 Speaker 2 - 46:46

Vice chair. No, I liked it.

 Speaker 3 - 46:49

But she talks fast though.

 Speaker 2 - 46:50

Yeah, and I don't. Can you play it one more time with the volume up? Yeah, and I'm. I'm not sure about the background. I'm not. Maybe like a little, like we love jingles, so maybe a little. Yeah, I don't know. I don't like the background music. Yeah, The message is good. The background music sounds very newsy to me. So maybe switching out the background. That was good.

 Speaker 4 - 47:39

Guys, next slide please. Okay, so we'll start. This is an example of the streaming TV. The 15 second. So this version is in English and the target is multifamily and renters. We also have in the ad plan 15 second streaming TV for Spanish. So it will be translated.

 Speaker 2 - 47:58

Okay, so this is the English version that will be translated into Spanish. Yes, got it.

 Speaker 1 - 48:27

I'm curious, why didn't strike me.



Speaker 2 - 48:32

I think the pace of it.



Speaker 4 - 49:15

So it's your phone or say you have YouTube TV or Hulu. I wouldn't necessarily recommend it, but we can look into it.



Speaker 2 - 49:31

That's why I asked the question. I stream both. So I personally like to have the QR code because then I'm watching at my computer and I don't own a tv. So all most of my streaming stuff happens on it and so I can't scan coding on the site. I do have a. I do have.



Speaker 3 - 49:56

A question in regards to.



Speaker 2 - 49:59

You said Hulu. What else?



Speaker 4 - 50:03

So just in general, those are like streaming platforms. The buy is through NBC. Not that it only stays on NBC, but that is the ad rep who distributes it.



Speaker 2 - 50:53

I love that it's. The music is different on both spots and the volume of that. The 15 second is higher. Huh? I turned the volume up for the. I just turned it down so we can play this again. The volume might be. Same reaction or you might just not.



Speaker 4 - 51:17

Like the music and that's okay.



Speaker 2 - 51:21

I love the 30. Okay. Stick with that one. Yeah.



Speaker 3 - 51:26

I love.



Speaker 2 - 51:26

I love the 30 and can I. May I share with you why I love it? I love it because it's motion graphic too. I think that having the message come on the screen is really good and the imagery is good. The copy is sharp. The voice. The person who did the voiceover. Confident, but not too like. Did you do the voiceover?



Speaker 7 - 51:49

I did not.



Speaker 4 - 51:51

No, I. I would not sound confident.

 Speaker 7 - 51:53

Do you remember the kid video y' all love so much? It's the mom.

 Speaker 2 - 51:57

It runs in the family.

 Speaker 7 - 52:00

That whole family needs to do voiceover work.

 Speaker 2 - 52:03

That's really good. Congratulations on that. It's really good.

 Speaker 1 - 52:08

Quick question on that one. Going to the 32nd one. I'm going to go back to my. Play it again. I'm going to go back to my picky point and watch it. Put waste in its place. Not let's put waste in its place. Let's put waste in its place. I think we need to be consistent on that. I actually like the second one better.

 Speaker 2 - 52:42

Yeah.

 Speaker 1 - 52:43

I think Put waste in its place is a. Is. Is more concise than let's put waste in its place. I like that much better than the first. That's why I put it up initially. But that's just my. I'm not a marketing guy.

 Speaker 7 - 52:57

We'll edit it. We'll make sure it's consistent everywhere. We'll drop the lots if you guys are okay with it. We're not tied to it.

 Speaker 1 - 53:03

Yeah, I just Think it's. Let's get it squared away now before it gets multiplied out there.

 Speaker 7 - 53:09

It just didn't fit with that script.

 Speaker 2 - 53:11

The gratitude.

 Speaker 7 - 53:12

Yeah.

 Speaker 4 - 53:17

Okay, next slide, please. Okay, and then. Yes, this is. This is an example of one of our Trusted Voices video ads. So again, these are going to be recorded and then they'll be geotargeted within their cities.

Speaker 1 - 54:11



Awesome. Yeah, it just needs to be the background noise to be cleaned up.



Speaker 2 - 54:16

That's good.



Speaker 1 - 54:17

Yeah,



Speaker 7 - 54:20

Those will be shared social media. You know, that's part of Facebook and the Instagram. Yeah. So we have an update on that. Give us. We're getting to that slide. He's gonna there. We're trying to make your brainchild come to life there with the pledge. Next slide.



Speaker 2 - 54:56

Yep.



Speaker 4 - 54:56

So just a quick thank you to the cities have submitted their trusted voice so far, and certainly.



Speaker 2 - 55:14

Positive.



Speaker 4 - 55:22

Yeah, but of course we are. The slide is in our PIO presentation as well. So we'll remind them today. Oh, do you want to go? Do you want us to go back?



Speaker 2 - 55:38

Okay.



Speaker 3 - 55:39

All right.



Speaker 4 - 55:39

So quickly. This is just all the work that we still have in the pipeline. So we're continuing to identify influencers per target audience, ones that we think are going to fit our budget and also our messaging needs. We are continuing to record the Trusted Voices videos as we get the names in from each city. This one, we're developing the pledge campaign. So last time were talking about ways that we could have people supporting the master plan and member 10, we definitely took your recommendation and we are shifting to a pledge campaign. So those videos will then drive you to a website that has just a very brief information. And then whoever is there can select by their city and add their name to the pledge.



Speaker 4 - 56:27

And we'll be also trying to build out a ticker role just so people can see who all is signing the pledge. And then at the end of each month, we'll pull down all those results and send them to each city.



Speaker 2 - 56:38

I love that.



Speaker 7 - 56:41

So this. This puts us in control of this situation, which I love because I'm very type A. But the problem were running into with them doing the form and doing the emails was one, it was maybe not coming through with their name to their commissioner. What if it gets trapped in junk? How are we tracking? Did that email actually reach them? It was too complicated. And there. There are tools. We just can't afford them.

 Speaker 3 - 57:07

This was.

 Speaker 7 - 57:08

We went back to our notes. You recommended pledge in that very first meeting. And it was like, let's find a way forward with that. And now we Own the manifest. And it's like, we can report on this now. It's another metric, another KPI for us of how many people are signing for their city. Yeah.

 Speaker 2 - 57:29

Oh, we got to make sure that we leverage our partners, like at the Sierra Club and all the others to get it out to their members from each city to make sure that they take the pledge. I think Sierra Bullet club has like 163 members that are loud residents. Right. So if we can get all of them, that's like an active, proactive thing that each of our community partners can do to support taking us to the. Yes. Great.

 Speaker 7 - 57:57

And we'll have that landing page for you next meeting to look at. And, you know, we're hopefully going to push it live, you know, March 1st. But, you know, we'll certainly look at. Look at it at our next meeting.

 Speaker 4 - 58:18

The form gets built directly in the website and then we can pull it in from the back end.



Speaker 3 - 58:26

Yes. All right.



Speaker 4 - 58:29

So we already talked about orturuga activation and working with them on what that can look like. We're continuing to work on the 19 different creative pieces for this ad campaign. So the print, the streaming, digital, all the things we talked about today, our digital billboards, the trust campaign with the Panthers and again going back and filming after the recycling center opens, our direct mail postcard with Magnet, pending the survey results and working with the library system.



Speaker 2 - 58:59

So now that we're going to have a pledge, how are you going to. How are you going to incorporate that into the community Outreach activation?



Speaker 4 - 59:09

I see it as two lanes. Some of it is going to be we make too much waste. Recycling. Right. Can help us. Some of it, especially with the trusted voices, is a great way to push people to that link for people to support the work the Solid Waste Authority is doing.



Speaker 2 - 59:26

Some thoughts. So if we have a Solid Waste Authority shirts that the volunteers are going to wear, we can put the QR code to the pledge on the back. We can have, you know, when you do the volunteer training, you can train the volunteers so that when people come to the table, that's like a very tangible call to action that they can do. And we have a lot of great goodies that we're giving away. So encourage folks, hey, listen, you know, take the pledge and get a water bottle.



Speaker 4 - 01:00:02

Definitely. I think we can have it at our different activations. We also have a design in progress for a second pull up banner that's complementary to the one that we saw on the COVID page. And that one can have the QR.



Speaker 3 - 01:00:13

Code to go to the pledge But.



Speaker 2 - 01:00:15

I guess my point is for it to be an active engagement type of opportunity, and that could be part of the KPIs for the outreach. Like, how many pledges do we get? How many people came to the table? Very tangible.



Speaker 4 - 01:00:31

Next slide, please. Okay. And finally, this is the updated timeline of each of the flight dates for when these things are kicking in. Most you will see fall starting in April to give time for production and also to tie into Earth Day.



Speaker 7 - 01:00:53

We'll provide it. Will do.



Speaker 3 - 01:01:01

I believe that's it.



Speaker 1 - 01:01:08

Just. Just one quick question on that slide there. I can't really see the detail on it, and that's fine, But I just want to make sure that the materials that are associated with kind of getting to yes for municipalities, is that front end loaded on there? I mean, I see there are some that look like they are front end loaded. I just want to make sure that yes. Okay. Okay.



Speaker 2 - 01:01:31

Thank you.

 Speaker 7 - 01:01:33

I should note there's been just a slight shift in the language, and we adapted all of the trusted voices scripts for it. It's not getting to yes on the master plan. It's really getting to yes on the facilities amendment, which is very complicated. So we've shifted our public language to support the work the authority is doing, support the programs that are in the master plan. That's really the pledge they're taking to keep the authority going. Just.

 Speaker 2 - 01:02:10

I think that's good. Residents would not be prepared for the complexity of the questions. I think the getting to yes then becomes more of a staff commission conversation.

 Speaker 7 - 01:02:25

And on that point, Daniel and I, in our presentation to the city managers tomorrow, have a step where he will furnish as part of his work when they finish the financial modeling this month, a memo to the finance directors. And open up the door, the conversations with each of them to have calls like we did with your team member, Dunn. So that was a takeaway from that call in terms of a. You know, I don't know. I feel like from a messaging perspective, we have to treat it a little bit like an RFP process where staff is preparing a memo with a recommendation almost.

 Speaker 2 - 01:03:03

Because they will.

 Speaker 7 - 01:03:05

And they should, and they should.

 Speaker 2 - 01:03:07

And staff, you know, we're going to ask what is staff's recommendation?

 Speaker 7 - 01:03:13

Right.

 Speaker 2 - 01:03:14

Yeah.

 Speaker 7 - 01:03:14

So we want to be prepared. So that's one of the big calls to action in tomorrow's presentation with the. This is coming to your finance director. You will be cc'd on this memo and this when the financial modeling is ready. Thank you.

 Speaker 2 - 01:03:28

Any other discussion before we move on? All right. Good job, ladies. I Think overall, we're making good progress.

 Speaker 4 - 01:03:37

Before we move off this, did you.

 Speaker 2 - 01:03:39

Want to talk about the transit thoughts?



Speaker 7 - 01:03:47

The first one is a really good.



Speaker 3 - 01:03:48

Option, being that the 440. Thank you. They're both very good options. The first one, especially on the 441.



Speaker 2 - 01:03:59

441 corridor. I go up and down that corridor.



Speaker 3 - 01:04:02

Very often, especially the zip codes. I think it's. It's very targeted and it gives us more bang for our buck. But then the only concern that I have about the bus reps is that we can't control the routes, and we don't know if it's only circulating one portion of the county or you just don't know where those buses are going. And we're not guaranteed to know the route. And so that inconsistency for me is not something I can invest 2,500 not knowing where my money is going.



Speaker 1 - 01:04:39

I agree a thousand percent. You know, one of those buses could have a mechanical problem and be sitting in the shop for. For the month. I definitely would. I think the bus benches, shelters, we can get the right locations and constant flow of people going by, and I think that's. Get more value for our dollars there.



Speaker 2 - 01:05:00

Okay.

 Speaker 4 - 01:05:01

All right.

 Speaker 2 - 01:05:02

Yeah, I. I think bus reps. That's not quite as targeted is great for general awareness, but having the bus benches and the shelters in strategic locations that we get to choose, I think that's a wiser suggestion. And then. Yeah, so our recommendation then. It sounds like we have a consensus around the best bunches and shelters.

 Speaker 4 - 01:05:33

Thank you.

 Speaker 2 - 01:05:35

And then you guys will report back on where what your recommendations are in terms of locations, right?

 Speaker 4 - 01:05:40

Yes.

 Speaker 2 - 01:05:40

Okay. The Lauder Hill Mall Transit center should definitely be one of them.

Speaker 4 - 01:05:47



So we did connect with the ad rep, and they let us know that they currently do not have a contract for the Lauder Hill Transit Center.



Speaker 2 - 01:05:56

What do you mean they don't have a contract?



Speaker 4 - 01:05:59

They let us know that for a few years now. They haven't had an agreement, I believe, with the city to be able to.



Speaker 3 - 01:06:07

Put ads there with the League of Cities.



Speaker 2 - 01:06:09

With the whom? I'm sorry?



Speaker 4 - 01:06:11

No, with the city.



Speaker 2 - 01:06:12

The city of Lauderdale. Oh, okay. All right. So it's a city of Lauderhill that. Oh, do you know what? I think we have an ordinance where we don't allow bus shelters or bus benches. Could you.

 Speaker 1 - 01:06:26

Man, what are you doing to us?

 Speaker 2 - 01:06:29

No, no, no. I, I actually. Let me check on that. Okay, so in order to do it in bar in, would you send me the exact question in the language? Yeah, okay. Right. So moving on to new old business.

 Speaker 7 - 01:07:02

Thank you. As part of the Monarch Hill expansion, as I understand it, a little outside of my area, Waste Management furnished \$250,000 for public outreach and education. Education to the county. The county has given the money to the authority. So I'm bringing this to you today to think about how you'd like to spend this money.

 Speaker 2 - 01:07:30

Oh, they're giving us.

 Speaker 7 - 01:07:31

Yes.

 Speaker 2 - 01:07:32

\$250,000. Yes. Are we allowed to take it?

 Speaker 7 - 01:07:36

Yes.

 Speaker 1 - 01:07:40

Not every day somebody gives you a quarter of a million dollars.

 Speaker 2 - 01:07:46

We like that. Okay, that's great.

 Speaker 7 - 01:07:53

So I don't know if you'd like me to update you on the mods exhibit opportunity and kind of where we see us moving last year first. And then if you want to have. Or you want to have discussion first. I don't want to. I.

 Speaker 2 - 01:08:06

For the. For the. How to spend the 250. I kind of would like to. To wait on deciding that. We don't have to decide that right now to see what. What is effective with what we're doing, and maybe then we could additional dollars. We don't need to decide on what to do with that 250 right now, do we? Is there time certain that we have to. What's the plan?

 Speaker 1 - 01:08:33

Yeah, I don't think you have to decide today, but. And I don't think it's just once. I think it may be annual. We need to check, and I think there's limitations in the contract as to what type of education, so we need to look at it specifically. But it's part of the Monarch Hill agreement with the county. That's where this is coming from as part of their expansion.

 Speaker 2 - 01:08:51

So how about if you kind of help us to know what the guardrails are?

 Speaker 6 - 01:08:54

I will.

 Speaker 1 - 01:08:55

We'll go ahead and get that for you.

 Speaker 2 - 01:08:56

Yeah. So then maybe that's the next step. And then I'd like to see some KPIs out of this campaign that we're developing and then maybe figure out where we could supplement that. The budget. You guys agree with that?

 Speaker 1 - 01:09:10

I do agree with it. I. Yeah, I'm really interested in what those guardrails would be. There's part of me that says that there should be a greater emphasis for at least a portion of that money on the Monarch Hill area, you know, for education that would benefit them.

 Speaker 3 - 01:09:27

Sure.

 Speaker 1 - 01:09:28

One way or another. I don't. I'm not up on all the issues in that spot, but it seems like if that's what the money was set aside for, at least a portion of it should be focused on that.

 Speaker 2 - 01:09:38

All right, but so then it sounds like a way forward. We'll wait to get some guardrail clarity, and then let's kind of see where we are with the campaign, and then we'll. We'll table it for another time. Okay.

 Speaker 1 - 01:09:55

Good news.

 Speaker 2 - 01:09:56

Great news. Yeah.

 Speaker 7 - 01:10:00

Mr. Cox from the. From Mods Museum of Discovery and Science reached out to our team. They had an excellent call with him. So what they're planning is a Build a better world exhibition at the museum, and they're looking for a partnership. It is a paid opportunity. Ironically, it is an exhibit that would run for about 10 years. So it's a permanent installation. And it would be in that we would obviously work with them around recycling. And as we move through the authorities.

 Speaker 3 - 01:10:35

Work, it could evolve.

 Speaker 2 - 01:10:38

What's the investment amount?

 Speaker 7 - 01:10:41

Ironically, it's \$250,000. I swear that I promise you. This call that they had was before. Before Todd sent this email to my team and we all almost fell off our chairs.

 Speaker 2 - 01:10:58

It doesn't.

 Speaker 7 - 01:10:58

They're not connected. They just have, you know, this just is where the chips fell. Mods has it about, you know, 500,000 annual visits. 80% of their visitors come from Broward County. They are looking for a partnership, you know, to be identified if we are interested in it by March, which is next month.

 Speaker 2 - 01:11:22

Yeah, I. I wouldn't do. I would.

 Speaker 3 - 01:11:25

Yeah.

 Speaker 7 - 01:11:26

So that's the information I have there. We have other activations we can do with them. Like they're, you know.

 Speaker 2 - 01:11:32

Yeah, 250. I'm a hard no on that. Yeah, I'm a hard no on that. However, I would love if we could figure out a way to

partner with them. They have their mobile science bus that.



Speaker 3 - 01:11:44

Goes out into communities.



Speaker 2 - 01:11:45

They do a lot of things with young people in promoting STEM education, and I think it'd be great for us to figure out what that could look like. Certainly not for \$250,000.



Speaker 7 - 01:11:58

So there are a couple of opportunities. And this, I think, dovetails into, as we look to budget for next year, provided we all get through, you know, the pending facilities amendment passage and all of that. But just to give you an idea, the STEM program, mobile on wheels is 25,000 per year. And they do. Do they have all things STEM, kind of like a science festival coming up on March 7th. And the opportunity is \$1,000.



Speaker 2 - 01:12:31

I love that we can do a thousand bucks.



Speaker 7 - 01:12:34

So we can. We can look for the thousand somewhere if you all are interested in that opportunity on March 7th.



Speaker 2 - 01:12:45

Yeah, I think that's A good way to ease our way. There you go. I like that.

 Speaker 7 - 01:12:51

And not for decision making today, but just to get it on your radar. You know, some of the things we're looking into is if the authority moves on beyond July, which we're hopeful it will, we probably should invest in an Archive Social type program to have public records on all of our digital. You know, we're. It's building now, so it's not too much of a lift to pull whatever would be requested, but it's probably something we should earmark for next year. We can. They are now record for records retention through archive social with TikTok that's been added. So we do have the ability to expand our digital into TikTok for next year. If you'd like to do that for that younger generation, you know, younger audience. We're also looking into Reddit.

 Speaker 7 - 01:13:36

It's, you know, obviously a platform that many use to get information and I think it would be a good addition. So I'm just putting this out there just so it's percolating in your minds because I think, you know, probably once we get through this campaign, we're going to have to start doing a draft budget, you know, June 30th.

 Speaker 2 - 01:13:58

So I'm just, I like the proactive thoughts.

 Speaker 7 - 01:14:01

Yeah, proactive.

 Speaker 2 - 01:14:02

That's all I like.

 Speaker 7 - 01:14:04

Thank you, Madam Chair.

 Speaker 2 - 01:14:06

Are there any other partnerships that we should be thinking about cultivating?

 Speaker 7 - 01:14:13

We're limited this year with our funds not, you know, they're accounted for, so to speak. We still have the business side of things to look at, you know, touching the small businesses and medium sized businesses and large business. And there's some things happening through the C and D committee that I hope will have an update for you next month on in terms of how we're supporting the C and D ordinance. I think March is a mid year, good review. So I think next meeting maybe we can look at that and just kind of see where we're at, if that works. Yeah,

 Speaker 1 - 01:14:51

Yeah. I just thought as you were speaking about that, you know, I've been thinking more small business and how to contact them, but you know, there are some big players out there and the one that immediately pops into my mind is like Publix and they already have some recycling elements there where you can bring back, you know, your used bags and things like that. And I'm wondering if, similar to like the Panthers, if they would be open to having a conversation of helping us promote what it is we're doing in all of their Stores. I mean, that reaches the entire county. Just a thought.

 Speaker 2 - 01:15:39

Yes.

 Speaker 7 - 01:15:40

Thank you, Madam Chair.

 Speaker 3 - 01:15:42

I'm just curious, can we get an update in regards to feedback from the school board? Like, what are your colleagues. Not to put you on the spot, what are your colleagues saying about this? Are they excited?

 Speaker 2 - 01:15:55

I know we.

 Speaker 3 - 01:15:56

A large chunk of dollars is going through to the curriculum and how we're educating teachers. Is there momentum there? How are folks feeling?

 Speaker 5 - 01:16:10

So we had our Youth Climate summit last Friday, I think. I don't know. The time is also. It was last week or two weeks ago. I can't remember at this point. But so I think one of the big takeaways that we had there was we, the students are very interested. So we had 1200 students attend. And I did a Q and A session with Commissioner Ferb.

 Speaker 3 - 01:16:36

So we.

 Speaker 5 - 01:16:40

Had a conversation there. And so I think one of the things that we're going to do is mobilize students to come to the different commission meetings to, you know, to kind of lobby the commissioners to encourage them to support it. So I'm having a meeting with students from South Broward next week, and then, you know, from there, I think we're going to plan that. So I will bring that back to the board. But there was a lot of student enthusiasm, and that's just a lot of people that we can have supporting the cause throughout the county side. I was very cheered by that reaction that we got.

 Speaker 3 - 01:17:16

I appreciate that update because we just. What I don't want to happen is, listen, the mic won't cooperate. Thank you. Thank you for that update. What I don't want to happen is that we invest so much, and then the school board members don't see that this is an investment. And then they are slowly saying, let's.

 Speaker 2 - 01:17:39

Move away from this.

 Speaker 3 - 01:17:40

This is taking away from teaching time. We have a curriculum, so the more we can show the benefits. And to your point, the student engagement piece, and they're learning at the same time, and they're able to get their service hours and they're engaged civically. I think this would be a great selling point if you're getting pushback, because this is, you know, we have to start formulating our thoughts around folks who may not want to invest in the ILA or the facilities agreement.

 Speaker 5 - 01:18:12

So I'll figure out a way to bring this back in front of the board. The Applied Learning department is working really hard internally to roll out the recycling education program. So that's happening internally, and then I'll make sure that we're being updated I'll actually. Let me talk. I'll see about putting them. Maybe they can give us at one of our next meetings, we can have an update from Applied Learning to tell them what's going on. But we won't lose. We won't lose momentum, I promise you. I'm working on it.

 Speaker 3 - 01:18:44

I appreciate that.

Speaker 4 - 01:18:45



Thank you.



Speaker 1 - 01:18:46

Just a quick follow up to this. This is kind of maybe really tricky. So I'm not. If the answer is no, I get it. Is there any. In this, the training and what we're doing with the students, is there any sort of a nexus between the importance of recycling and putting waste in its place, doing the right things there, and the fact that we have this vote coming up in the municipalities, is there. Is there any sort of. In the message that's being delivered, is there any sort of a nexus between that? Like I say, if the answer is no, I get it. Because we don't want. The important thing is that the kids learn the importance of it. But I'm just curious if that's part of it.



Speaker 5 - 01:19:32

I think that where you can create that. I think that's kind of. So when were talking at the summit, there's definitely the opportunity there for the students, especially the ones that are already engaged, that are in the environmental clubs and everything, things of that nature. So that's what I'm going to target, I guess probably in the next month I'm going to have this initial conversation with South Broward because they were very enthusiastic about it. And then there's South Plantation, has a very active club, and then we can kind of go out from there. But I think explaining to the students, they get it. So it's just a matter of reaching the right students that are going to, you know, be leaders in the individual schools, I think. So that's kind of what I'm planning on doing.



Speaker 7 - 01:20:35

We have 10 minutes left and we need to film some of our social media with you all, so.



Speaker 2 - 01:21:02

Go ahead.



Speaker 6 - 01:21:02

Yeah, thank you very much for granting that. You know, I've studied the marketing some years ago and I've done advertising campaigns. We actually did one for the Broward Humane Society for senior citizens, and we actually won second place in the nation for that advertising campaign and they implemented it. So I would suggest that maybe looking at the Broward Humane Society and other humane societies might be a good avenue to approach.

But also I have a question concerning PSAs and governmental agencies and nonprofits are eligible for free PSAs and drive time Radio even. Have you guys looked into that? And if not, I do have some recommendations.



Speaker 7 - 01:21:59

Yes. There's quite a bit of added value built into all of our ad spends that we're making. But I'd be happy to connect you with Amy on my team who's leading that and to exchange notes if you'd like to hear what, you know, what she's doing on that front.



Speaker 3 - 01:22:19

All right.



Speaker 2 - 01:22:20

If no other. Sure.



Speaker 4 - 01:22:29

Okay.



Speaker 3 - 01:22:29

Thank you very much. Stephanie Pearson, League of Women Voters I just had a couple of quick little things and those two ads that the 15 second AD part of it's the acoustics in here, but I couldn't hear the first two things that were mentioned as the problem. Okay. I heard Clean Streets, I think, but I think whatever you use, I'm not sure what you said there, but it should be impactful. I'm not sure how impactful Clean Streets are, but. And I think it needs to be said clearer and slower so that you're emphasizing why people need to do these things. And I think that also goes for the second one, which we thought was much better, but also emphasizing maybe in a little slower way or making sure you have the right wording for the reason that they're doing that.



Speaker 3 - 01:23:31

The pledge campaign, we're very interested in that. Is that something that's available right now? Because we have an event coming up this Saturday. We have a film, by the way, you're all invited to Reinventing Recycling, which is going to be held at the West Regional Library. And Mike Ryan is going to be one of the panelists after the film. And that would be an opportunity for us to sign people up with a paper pledge. If you have something available yet, I don't know.



Speaker 7 - 01:24:02

If you do, I can certainly give Chair Ryan remarks to guide people to the website, but it will not be live until March.



Speaker 3 - 01:24:12

Okay. Well, we have what we call in action item at the end of our film. So we can at least, if you have something to give me, we can make mention of it as something coming down the pike and the Broward transit, the 441 corridor with those zip codes, if that's something you're going to be doing. Again, you had a conversation about making sure that the target zip codes or the areas are places where people actually can recycle. So we want to make sure that you think about that in light of that as well. So thanks very much. Thank you. All right.



Speaker 2 - 01:24:56

Thank you. Meetings adjourned.